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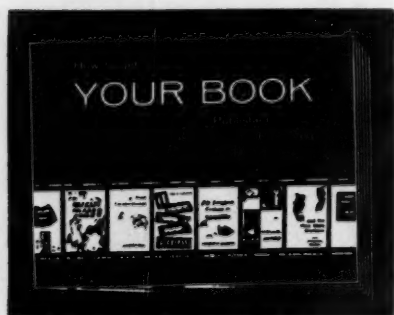
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VOLUME 40

NUMBER 12

NELSON ANTRIM CRAWFORD, Editor

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NOVEMBER, 1955

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"Before completing the course," writes Adam B. Aretz of Tarentum, Pa. "I sold two stories: one for \$110, the other for \$145. They were punched out on a borrowed typewriter, a two-bit dictionary on one side, the Palmer lessons on the other. When the going got tough, I turned to the lessons. The answer was there. Luck? Plenty of it. But, with the continued help I am receiving from Palmer, I know I'll be lucky again."

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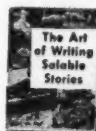
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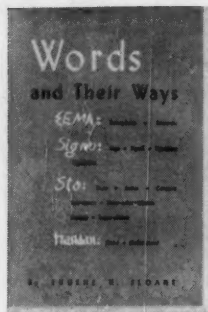
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WHAT READERS SAY

Where Amateurs Fail

It was with extreme pleasure that I found an article by Hamilton Craigie in *Author & Journalist*. I hope to see more of his articles.

I took a course in Creative Writing under Mr. Craigie when he taught at the University of Tampa. He is a fine teacher, and a person who has had wide experience in many fields of the writing craft. He has always shown an earnest desire to help those who wish to write, and as in this article, he tries to share the nuggets of wisdom that he has acquired over the years as author, editor, and reader.

Many times I have remembered an observation that he voiced in class one day, before he handed back to us a pile of manuscripts on his desk. It was almost at the end of the term. I don't remember his exact words so cannot quote him, but the substance of his statement was that we had spent weeks studying textbooks on writing, analyzing stories, and asking questions of him. He knew that we had acquired a fund of information, but he couldn't understand *why*, when we sat down to write our stories, we seemed to forget all the things we had learned so painstakingly.

Well, I believe that is the one big failing of us amateur writers. The professionals follow the rules that we so blithely disregard. Therein lies the difference.

Tampa, Fla.

GLADYS DICK

Writing About the Families

Many thanks to Jesse Stuart for his inspiring article, "I Find My Stories in My Own County," in the September *Author & Journalist*. To encourage beginners, I might add my own experience over the years as a spare-time writer. A story of the Florida cattle ranges, with which I had been familiar as a boy, sold to *Ranch Romances*. One about hunting wildcats, and another with a citrus grove background were sold to *Open Road*, and they were holding a cattle story at the time this fine little magazine suspended.

More recently, *You* magazine published one I called "The Mystery of the Moving Shadow," which was based on an actual happening within a few miles of where I grew up. A few years ago I sent a 4,000-word story to a well-known New York agent. The plot contained a bit of mysticism, and the agent returned it with a friendly criticism, stating there was no market for this type of story.

It was about a boy who had to carry a large sum of money over a lonely trail to a cattle buyer, when the boy's father got a broken leg. His mother reminded him of the Bible stories she had taught him, saying: "An Unseen Rider will go with you all the way." As I had ridden all over this trail as a youth, I knew the setting was accurate, and because I still had faith in the story I rewrote "The Unseen Rider" in 2,600 words, and it sold to *Teen Time* on its first trip out.

When we write for the love of it one lone sentence may be an inspiration to someone who reads it, and that alone is a rich reward.

Tampa, Fla.

LESLIE S. BRAY

AUTHOR & JOURNALIST

報日合聯

In any language, it's the reviews that count.

THE UNITED JOURNAL, a prominent Chinese daily with world-wide circulation, here reviews three Comet juveniles—highly recommended for your children's Christmas pleasure

紐約書局出版

有關中國書籍

(本報訊) 本市西四十二街十一號印COMET BOOKS 書公司最近出版三本有關中國文化之書籍，英文淺簡，極饒興趣，僑胞學童讀此，不但能增進英文

，且能對祖國固有歷史有較深之認識。該三書中，一名「班昭」，班昭為漢代名將班固之妹，為中國歷史上第一名主張女權之婦女。一名「黃谷神話」，以詩歌方式敘述中國古代神話，作者為

哥倫比亞大學文學博士。另一名「月門洞中」，述中國著名童話，並附有精美圖照。作者為一女性，曾在中國居留十八年。美國出版界對中國文化向不重視，多半書籍為賣野人頭者，此次該印書公司能發印此三書籍，值得我人重視。

PAN CHAO

(illus. . . . \$2.00)—a story about a Chinese girl two thousand years ago who grew up to become the first woman suffragette in all history. Beautifully designed and delightfully illustrated with photos of ancient Chinese sculpture.

THE LEGEND OF THE YELLOW VALE

(price . . . \$2.50)—Rockwell B. Schaefer (who studied under such renowned scholars as John Erskine and Raymond Weaver) here sets to poetry a collection of Chinese legends. Intense color and feeling by a master of the arts.

THROUGH THE MOON GATE

(illus. . . . \$2.00)—compiles 15 short stories in a fascinating illumination of Chinese character and customs. By Alice R. Meyers, who lived eighteen years in China, this book is delightful not alone for Chinese children but for youngsters of all nationalities.

"This paper sincerely recommends the above three books . . ."

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Test For Poetry

A word of appreciation for Margery Mansfield's article, "The Poet Learns His Craft."

Miss Mansfield uses two phrases which have done more to help me improve my verses than many detailed explanations. She says professionally written poems are "simpler" and have the "illusion of speech." I am now making every poem I write and have written meet that test. It eliminates at one stroke floweriness, archaic expressions, over-emphasis, triteness—and, of course, makes it possible to resist the temptation of even the slightest padding.

My thanks—to you and to her.

DORIS OWENS

Bernardsville, N. J.

The Best Story Source

I want to congratulate you on the two fine articles that you have recently carried from the pens of Charles Angoff—"Your Best Source of Stories"—and Jesse Stuart—"I Find My Stories in My Own Country."

These two articles alone are worth the price of your magazine. Regional literature of the Ozarks is my dish and, like Stuart, I never run out of anything to write about.

Please give us more down-to-earth honest articles like these two.

CORA PINKLEY-CALL

Eureka Springs, Ark.

Dream—Then Go Ahead

I'm not a selling writer (though I've been published) but I can dream, can't I?

A&J helps along these lines—gives me a lift when I think I may as well quit, encouragement when I'm down in the dumps, and finally something pleasant to look forward to (aside from bills and rejection slips) each month.

Thanks for everything. I'll keep right on trying.

BEATRICE G. SCHER

Los Angeles, Calif.

Watching for the Meat

My compliments to Jay Worthington. "Where's the Meat?" is about as clever a piece of strategy as I've read in a long time.

In these lean days I'm watching for it . . . it isn't easy to find but if the bread lasts long enough maybe I'll make it.

The articles in *A&J* are getting better all the time. Keep up the good work.

DOROTHY GRAY SMITH

Maywood, Calif.

Sincere and Informative

I hope you don't mind forwarding a letter to Mr. Richard Wheeler, whose excellent article appeared in *A&J* of September, 1954. Happened to read it yesterday.

This article on light verse is about the most sincere, most carefully organized, and informative of any how-to and what-to-do I've ever happened to read. He tries to write what the reader wants to know rather than what the writer feels flippant and vain about. I hope he writes another.

LAUNAH MYERS

Liberal, Kan.

AUTHOR & JOURNALIST



WRITE FOR EXPOSITION'S NEW BROCHURE!

REPORT TO AUTHORS

SECOND
OF A SERIES

We offer, under our Exposition-University imprint, the services given by the university presses, plus the additional benefits of lower costs, faster production and our trade experience and outlets. We have found that twenty years of experience with textbooks, Americana, biographies and similar books have enabled us to present a specialized publishing program that has found wide acceptance in academic and publishing circles. Our most recent Exposition-University titles reflecting the high standards in editorial procedures, production and advertising that have won the respect and the acceptance of libraries, schools and booksellers include: **The Industrial Revolution in France, 1815-1848** (\$7.50); **Carl Friedrich Gauss: Titan of Science** (\$6); **Eberhard's Bible Theosaurus** (\$5); **Language, Meaning and Reality** (\$3); **What You Should Know About Mental Illness** (\$3.50); **The Changing High School** (\$3.50). In some instances, our titles are selling up to 10,000 copies, and have been selected for book clubs, reprinted in foreign countries, and adopted by various colleges and school boards as textbooks.

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RECENT NEWS FROM EXPOSITION PRESS

EDITIONS AT NO COST TO AUTHOR—**Decorating Cakes for Fun and Profit** now in second edition. Also, the author's second book, **27 Special Creations for Cake Decorators**, published by Exposition at no cost to author. **SELLOUTS**—**The Story of Connecticut** now in fifth edition; **Economics: A Syllabus of Questions and Answers**. **SALES**—More than half the edition of **Wanderings** sold 4 weeks before publication date; almost 1000 copies of **27 Special Creations for Cake Decorators** sold before publication date. **REVIEWS**—**The NAACP Versus Negro Revolutionary Protest Movement** received a full-page review in *Say Magazine*; **Winston Churchill: British Bulldog** reviewed in the *Saturday Review*; **The Sunday Denver Post** reviewed three poetry books: **Shifting Sands**, **The Sublime Songs of Love**, **Alphabet of Beauty**; **Walter Karig** in his column **Pinfeathers From Pegasus**, in the *Washington Post* and *Times Herald*, reviewed **Come Down Some Time**. **ARMED FORCES PURCHASE**—**The U. S. Army September Library Monthly Book Kit** listed **General Leemy's Circus: A Navigator's Story of the 20th Air Force in World War II** as a recommended title.



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I was decided against becoming a writer back
in 1927, by the overflowing raves of New York
newspaper critics on Hemingway's "The Killers"
and Harry Hansen's scorn of embryo novelists. I
decided that only God could write to please those
critics. I have lived to laugh at myself and scorn
those critics. I have just read "The Killers" in
The World's Best Short Stories. Hemingway's
offense is the worst story I ever read. The critics
were as lousy as the average woman looked in the
'20's. Hansen had such a namby-pamby article in
Redbook recently that I retched.

Magazines have far to go to even approach the
entertainment of even the worst movie, including
White Christmas, which is unique because it im-
poses two of the most unattractive females I've
ever seen—Rosemary Clooney, who makes me grit
my teeth, and Vera Ellen, even more pathetic than
Audrey Hepburn in tights.

ANDREW SELKIRK RODNEY

Mexico, D.F.

Books Printed by Offset

In a recent issue, W. Kupper of San Pedro,
Calif., suggested that some of the newer methods
be used to make a really low-cost medium for
publishing a book.

It is constantly being done. I've seen them in
various sizes and styles, with plain and fancy
covers. One company I know uses a print-face
electric typewriter and by lithography publishes
a book-length story in a 5½ x 8 size (very similar
to the Mercury Publications) for less than \$300,
and this is complete with a colored cover, and
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Los Angeles, Calif.

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AUTHOR & JOURNALIST

Contests and Awards

Again this year the Sidney Hillman Foundation, Inc., 15 Union Square, New York 3, offers prizes of \$500 each for outstanding published contributions dealing with individual civil liberties, race relations, the labor movement, social welfare, economic security, world understanding, and similar themes.

Awards are for material in the daily press, the labor press, magazines, books, radio, and television. All must have been published in the year 1955.

Closing date for submissions, February 1, 1956.

— A&J —

The Lawrence S. Mayers Fund, Inc., G. P. O. Box 77, New York 1, offers \$1,000 in savings bonds for the best original published articles or editorials on the subject: What Should the U. S. Do Now to Further the Cause of World Peace?

The first prize is a \$500 U. S. Saving Bond, the second a \$200 bond, and the next three a \$100 bond each. Each prize will be accompanied by an inscribed medallion.

Each entry should include a tear sheet of the article or editorial, the date of publication, and the name of the author. Address entries to the Award Editor. Closing date, December 31.

— A&J —

The Sons of the Republic of Texas is again sponsoring the Summerfield G. Roberts Award. The award, which is \$1,000, will be made to the author of the manuscript which "best portrays the spirit of the men and women who founded the Republic of Texas."

The manuscript must have been written or published between January 1 and December 31, 1955. There is no word limit, nor any requirement of Texas residence or publication. Manuscripts may be fiction or non-fiction—poems, essays, short stories, novels, biography.

A copy of any manuscript submitted must be sent before December 31 to each of the three judges: J. Evetts Haley, The Institute of Americanism, Tech Station, Lubbock, Tex.; Chris Emmett, 507 Williamsburg Place, San Antonio, Tex.; Dr. Llerena B. Friend, Barker Texas History Center, University Station, Austin, Tex. No MSS. will be returned.

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— A&J —

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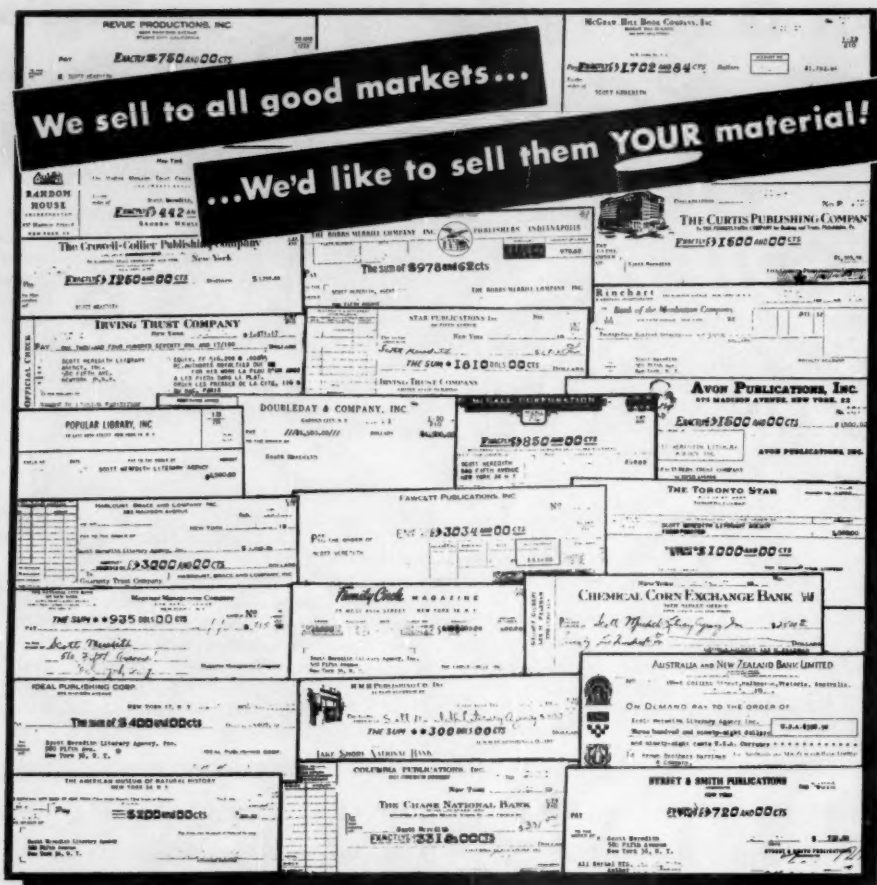
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THE LISTENING EAR—PLUS

By RALPH FRIEDMAN

WHEN it comes to recording speech, the article writer is no more a stenographer than is the fiction writer. He must be as selective. If you write into your article everything you are told in an interview you will have little more than a hob-gob of speech, much of it pointless and most of it tiring. As in fiction writing, an article writer has to condense conversation so that it does not ramble, yet appears natural to the ear.

An article writer must have as good an ear for speech as one who writes fiction, and he must know, too, how to fit a man's words to the pattern of his character.

I have seen numerous articles which fell flat because the quoted words of the character presented sounded too much like the writer, lacked individuality, and served no purpose. Editors I know tell me they have rejected articles which were otherwise sound because, as one put it, "the material between the quote marks was downright awful."

A person's way of talking and what he says is vitally important to any article in which the individual is a key figure. When what the person says and the way he says it is distorted, the article loses as much of its flavor as though a diary kept by that person was rewritten by someone else.

The rewriting is exactly what happened in the case of Patrick Gass, a sergeant in the Lewis and Clark expedition. His diary, the first to be printed, was "edited" by a country school teacher who fancied himself somewhat of a literary stylist, and the result was terrible. Who could tell, by reading the prettified version, that Gass was a crudely educated backwoodsman, spoke a colorful language, and was pungent in his comments? What

emerged from the rewritten Gass Diary was neither Gass himself nor a true picture of the expedition.

Through the medium of recorded speech we can often tell more about a person than any other description of him. For that reason it behooves the writer to be extra careful and disciplined in dealing with this medium.

You have seen numerous articles in newspapers, magazines, and books in which people of other countries were made to look ridiculous by their mispronunciation of English. I regard the recording of most such speech as downright snobbery on the part of the writer. Suppose his grappling with French, Russian, or Chinese was recorded. Would he sound any better?

A beautiful example of taking broken English and putting it into the literary form that the person's native speech would be is the story, "Tenzing: Tiger of Everest," which appeared in four installments in *Sports Illustrated*, starting April 25, 1955.

The byline of the story reads: "By Tenzing Norkay as told to James Ramsey Ullman." It is clear from what we know about Tenzing, the great Sherpa mountaineer who was one of the first two men to reach the peak of Mt. Everest, as well as what Tenzing himself admits, that he speaks a broken English. If his story had been written as told, the character of the man would have been distorted. Even straight translation would have been bad—too sterile. What Ullman did was to give translation a richness by writing the story as Tenzing would have told it to him if Tenzing had spoken good English. This way, we get the portrait of a noble person, yet a very human one, a sterling figure, yet free of unnecessary heroics.

These lessons can be applied to persons brought up on the English language. Recording their speech straight may make them sound ludicrous, when in fact they are far from it. Putting their speech into the proper milieu gives it a flavor which adds zest to the story.

When I was a migratory worker in California during the mid-1930's I lived alongside the so-called "Okies." I read and heard many stories

Ralph Friedman is a full-time writer of articles, having contributed to scores of magazines. His wife is also a writer, and the two work together on much material. The Friedmans live in Oregon.

about them in which their speech made them sound illiterate, imbecilic, and grossly stupid. Then along came John Steinbeck and his *Grapes of Wrath*, and used the same speech, but this time the "Okies" emerged with dignity. The same words, but used in different frameworks.

In all the hundreds of persons I have quoted in my articles, not one has yet accused me of distorting their speech. Instead, dozens have said something like this: "You put it down exactly as I told you."

YET I did not put it down that way at all. If I had, the article would have been unbearably sloppy. But by proper selectivity and by catching the man's way of thinging and the flavor of his speech I can—I hope!—give him quotes which he can read and *know* that what he is reading is what he said. Because if he didn't say those words he *could* have said them—they express his thoughts in the way he speaks.

If, in an hour's conversation, a person will discuss one idea in a dozen different places, I will want to relate this idea to the article as a whole—its mood, character importance, subject value, importance of idea, etc.—before I do something with it. If that idea is a central theme in the story, or gives emphasis to some point that has to be given dramatic impact, I have my person repeat it again and again, at the right places and with slight variations of structure.

If the idea is not the central theme, I will take all the dozen strands of conversation and weave them together into one quote.

Sometimes it takes me half an hour of conversation to get two paragraphs of quotes. Once it took me an hour. A businessman I was interviewing for a trade magazine article told me about a merchandising method he employed. A few minutes later he returned to this theme, but this time he gave me what seemed like a contradictory statement. In trying to clear up the confusion I asked him a lot of questions and he gave me a lot of answers, some very involved. At the end of 60 minutes the point was finally resolved. Nine lines of quotes—and when the article was printed the man I had interviewed was quite pleased with himself for having been so lucid!

When I meet the person I am going to interview, I discuss first a few generalities, then talk over the story with him, asking broad questions on all phases of it. This part is for several reasons: establishing rapport; finding out how far I can go without his resenting any questions; getting a broad outline of the story; giving him an idea of what has to be brought out, so he can best cooperate; and getting the flavor and rhythm of his speech pattern.

Each of us has a rhythm of speaking which is different—even if but by the merest shade—from that of anyone else. And each of us has a way of phrasing, or putting certain words together, or injecting certain words, that gives us a speech individuality. Rhythm and word usage are not important to trade magazine writing. I know one trade writer whose interviewees all sound alike, but he presents detailed, factual information, so it isn't a great tragedy. But in human interest, profile, general, and sociological writing, rhythm and word usage are basic ingredients to capture if

you want to make your characters' speech come alive.

Unfortunately, I do not write in shorthand and thus far I have not been sold on the idea of getting a tape recorder, feeling that people tend to tighten up when talking into a mike. (I will not use a hidden mike because I am strongly opposed to any form of "bugging.") So I write in longhand. Since I couldn't get all conversation if I tried, I write a key word here and there. In the margin of my notebook I jot down samples of idiomatic speech, folk sayings, colorful allusions, and such. These I later weave into the quotes.

When the person I am interviewing makes an important statement, especially if the article is on a "controversial" subject, I ask him to repeat his statement. Then I write it down word for word.

You can't always do this, of course. Sometimes people will refuse to say a word if they think you're a reporter or they see you with a notebook. Once or twice I would have had my head bashed in, I think, if it was known I was gathering material for an article. In that case, I try to write up the information as soon as possible, even if it means doing my writing in the rest-room of a filling station.

Let me return briefly to rhythm and word usage. As soon as I can, I write up the quotations, while I still feel the rhythm of the speech and the word usage is identified with certain thoughts. If you let the words you have jotted down get cold, you will find it extremely difficult to add that important dimension—speech—to the description of your characters.

Perhaps I can demonstrate some of the things I have been saying by reference to an article I read about a famous baseball manager I knew, a gloomy, ultra-cautious, ungrammatical, taciturn gent. The reporter's questions were short, the manager's answers were a mile long and filled with the King's English. The whole characterization was destroyed by violent distortion of speech. The interview should have read something like this:

"Say, Bill, how do you think your team will do this year?"

"Ain't sayin'."

"If your team gets great pitching, great hitting, great baserunning and if you don't have any injuries, and if all the boys deliver in the clutch, then do you think you can win the pennant?"

"Might."

"Suppose all the other teams come down with measles the first day of June and don't get back into stride until September, don't you think you'll be a contender?"

"If we do aw right in May."

CAN you blame me for almost tearing my hair out when the manager was quoted as saying: "The possibility of our emerging as the ranking team in the league cannot be underestimated, but we must not neglect factors which may retard our progress from any consideration of our opportunities, although I am not inclined to believe that fortuitous circumstances may abnegate our quest for the laurels which go to the victors?"

No one will ever misquote this fellow again. They may have a field day inventing speech for him, but he won't be misquoted—ever again. Since the day he read that interview, he ain't talkin' to nobody.

The Poet Must Be ALIVE

By VIRGINIA BRASIER

EACH Thursday evening the Pasadena City College Extended Day office has allowed me to teach a class entitled Poetry for Publication. I am everlastingly grateful to the school officials. It has been an education. It even justified its name for one student who had never written before and who sold her first effort to a national magazine, which accepted by telegram, no less!

Alfred Kreymborg says: "The art of poetry, easy though it may seem in the reading, is the most difficult of the literary arts for any man to master and the most difficult for a student to learn, or a teacher to teach . . . One must declare that either way is impossible, unless the student is a poet in embryo and the teacher a poet himself, by nature and experience . . ."

It was my magnificent good fortune to draw writers as students. There was imagination and wit enough to be a delight. After the first burst of enthusiastic students, who probably came to look as well as to listen, the class dwindled to 20 regulars.

I'm sorry about those I disappointed. One lady called up to ask if I wouldn't give her special tutoring on the basic forms of verse writing. That was what I didn't teach or want to!

For those who wanted meters and rhyme schemes, I was fortunate enough to be able to refer them to Gail Burket's very lucid little handbook of verse-writing. And for anyone who thinks this was sheer laziness, have patience! I offered a course in poetry and that was I intended to pry out of my students!

It was no easier than Mr. Kreymborg said it would be. It took me halfway through the first year to even formulate a definition of exactly what I wanted. Halfway through the term and the perusal of a good deal of flowery and fruity, and sometimes real bread-and-butter, information about the writing of poetry.

To me, the reason for writing poetry has always been to communicate a feeling so strongly that the reader is moved, as was the writer. My definition, finally, was: *Poetry is the imaginative expression of experience.* Please note I did not say the written expression. Children talk poetry all through their

preschool lives, or until we make fact so terribly important that they stop believing in the value of anything else. Many philosophers have termed poetry a charming art of lying, and children are in no position to defend charming lies to the obtuse.

The first assignment I gave my class was to bring in a sentence about some subject on which they felt strongly, written so that we would feel (when it was read) the way they had felt.

Obviously, such statements as "I hate my job," or "Church bores me," with no explanation, convey very little. If you say: "I feel the mice-feet of fear every time I enter that room," I believe that conveys something in the way of feeling to the reader.

Or: "I am lulled by altar smoke and a voice that never rises above solemn grey. "That, too, conveys "feeling." (Incidentally, try this if it looks easy!)

The assignment served its purpose. We had quite a few, not all of them rough, "poems" in that assignment.

One of the most valuable lessons in writing I ever had I passed on to my class. In the only poetry class I ever took, Snow Longley Housh's senior class in poetry at Los Angeles High School, she taught what still has to be taught: Each individual is, or should be, writing in his own time with his own consciousness, and should use the language of his day as it is spoken.

Believe it or not, the "E'en, ere, o'er" tendency still exists and is sanctioned by many English teachers who ought to know better. So are meaningless phrases for the sake of rhyme. With guilt, I admit to a too easy compromise with a demanding line sometimes. But I've tried to make the class make every bit of space in a poem count.

After trying to make clear the point that poetry is getting across an emotion or emotional experience by the use of imaginative words in contemporary English (or even in jive talk if that's what one can express oneself in lucidly), then I tried to firmly ground the information that one cannot write good poetry merely by feeling emotional about something.

As all good writers find out, it is emotion sifted through intellect that produces the "paper emotion." A poet may write in all the fine frenzies he wishes, but he will have to edit later in the chill light of reason and grammar and pour himself into whatever mold he has set for himself, if he is to carry his frenzy to others.

It was quite easy to spot poems brought in by people who were too close to what they wrote and merely gave a newspaper account of it. Poetry is not reporting. Poetry is the drama that goes on in the mind after (sometimes long after) the physical drama that was its source.

At one session I explained that a poet should be constantly using his senses to test the universe around him; to note changes in the climates of people, as well as weather; to look at familiar things with the eye of someone who hasn't seen

Virginia Brasier, a native of Toronto, Canada, but for 20 years a citizen of the United States, has had nearly 2,000 poems and verses printed in publications all over the world. She has appeared in more than a dozen anthologies. Miss Brasier is now teaching the Poetry for Publication class at the night school of Pasadena City College. Her husband is Charles D. Perlee, music editor of the Pasadena Star-News. Their three children are Charles Ross Perlee, 21, already a conductor of opera; Christopher, 15, whose chief interest is baseball; and Melinda, 9, who wants to be either a ballerina or an artist.

them before (as a housewife looks at a living-room when she expects company); to listen for what is poetry in our daily speech and in our very poetic advertising!

One lady said: "That sounds as though you were just asking us to be alive!"

She was right. This I pointed out as the basic difference between poets and other people. Poets are alive. They are even alive enough to alert the people around them to the absolute wonder of living. My son brought in a very new fig leaf one spring day. Fig leaves, matured, are eight or ten inches across. This was perfect, and less than 1½ inches long! That is aliveness to me! To enjoy the almost invisible summer-to-be, when it is still track season and you are 14 and very busy with Easter tests,—and yet have time to be aware.

The only form I have insisted on is, that if anyone starts out with a definitely metered verse, he hold to it all the way through. To poets that will sound wild, unless they remember their extreme youth! To fledgling poets, the getting-down of the idea is so important that they cannot see that it matters if they stop to change meters halfway through—thereby irking the listener, who has to wait and get adjusted to the new one.

Another fault of the younger writers is a tendency to list (not *lean*: classify!) They get grey pearly misty foggy smoky vaporious atmospheres of entrancing words with nothing in them. They revel in color categories and sensational word shadings.

But it's as good a way as any to begin. Certainly, a nice big juicy vocabulary can be built up that way, and words are the poet's tool. He cannot

have too many of them—provided he doesn't try to use them all in one poem.

The first hour was spent in reading from other poets or from philosophies on writing, or with records. (The E. E. Cummings record sent one lady into near-hysterics.)

The second hour was spent on the works of the class, read anonymously and criticized for listenableness.

The chief value that has come out of it for me is to have learned the value of editing. I always imagined I edited my own work. Now, reading to find the bone-clear truths under other people's work, I find that no one can ever edit enough!

By this I do not necessarily mean cutting out words, but making each word as perfect a vehicle for thought as is possible. Oddly enough, this simple fact of reworking for clarity is one of the most neglected steps in making a poem a poem.

It simply astounds students to be told to "go back and get what you really wanted to say." They can do it, and have! But, as I realize, one fights both the words and one's own lazy inner self. It's so easy to say:

"I came nearly to the truth of what I felt. I convey something, although it isn't nearly as strong as I wished. Besides, mere living takes so much out of me! Is it really important enough to slave over?"

Well, for a while it has been for this class. They've worked as hard as some professionals I know! For me, it is one of the endless fascinations of living—to cage a feeling in words, live and real, or even frightening. Live enough to spring out and leave marks in anyone who opens the cage.

If it weren't so much trouble, I'd like a poetry class all the time.

Give Your Characters Character

By PAULINE BLOOM

WHEN I first began to play tennis in my early teens, I ran all over the court, I huffed and I puffed and I swung the racket from my elbow. When I managed to return a ball I was elated. My sister played like me, and for a while we "practiced" by batting the ball back and forth, courteously careful not to make things too tough for each other. The ball made a nice, satisfying plink against the racket, and we were athletes.

We were delighted with our progress until we began to watch real players and study how they played. They did less running and huffing and puffing and talking and laughing and building each other up. Their eye was on the ball. They somehow managed to be where the ball was. They hit it hard and fast and with a curl to it, and the ball went where they wanted it to go. They played with the ball. The ball did not play with them. And over the whole performance there was the smoothness and style which in any kind of effort comes from knowing exactly what you're doing, and doing it right.

We took lessons and began to play with real players. I still remember the first time I hit hard from the shoulder, with all my weight (107 pounds) behind it. It gave me a wonderful sense of release and power just to use my muscles effec-

tively. And what a difference in the result. Instead of a plink, there was a sharp, clear whack, and the ball was lost forever. Of course control is another story. But I had learned that tennis was not ping-pong.

In any activity, writing included, the successful practitioner frees his whole arm and shoulder and establishes his authority over his tools. A ball is only a ball, and a story is only a story. Both are yours to do with as you wish. You're the boss.

Don't be timid about changing your story line. You don't have to write your story just the way you saw it happen, or just the way the idea first came to you. Most of these original story ideas are too fragmentary and disorganized anyway. They need to be developed. The characters need to be clearly understood and their actions strongly motivated. Try out your characters and story action in different ways while you are planning your story, before you decide which is best for your purposes.

Inexperienced writers are often inhibited in this respect. It seems almost an imposition to lift a favored character out of his comfortable little niche and scurry him over to where the story action is taking place. You must discipline yourself to do this.

AUTHOR & JOURNALIST

Let me give you an example of how it works. A student of mine wrote a story about a woman who, with the best intentions in the world, was contributing to the delinquency of her son. The effect of her ignorance and fear on the boy was skillfully traced from early childhood on, and all the story action led inevitably to the climax where the boy was running away in a stolen car with a young girl he didn't even care about. As he had always done with his mother, he was now testing the authorities to see how much he could get away with. The police were on his trail, guns ready for action.

While all this was happening, where was the main character, the mother? Home, all alone by the telephone, wringing her hands. The scene on the highway was given to the reader by shifting viewpoint back and forth between the mother and the son.

Finally the police shot the boy and took him to a hospital where he lay dying, and the mother was sent for. After a while the nurse talked to the mother in the corridor, trying to comfort her. "Your son really loves you," the nurse said. "He talked about how good you always were to him, and how you always wanted nothing but the best for him." Then the doctor came out and told the mother the boy was dead.

This was a dramatic story and well written, but the flattering little notes with which it came back could not be used to pay the milkman.

What this story needed was tighter integration through concentrating the viewpoint in the main character, the mother. The reader's empathy for the mother needed to be strengthened. The reader must *be* the mother while reading this story. To accomplish this without any breaks, the main character must be on scene through all the important story action, and the whole story must be told from her viewpoint. This makes for tighter reader identification with the main character. The mother must be right there on the highway, trying to get to her boy before the police can shoot him.

"But she can't drive," the author said.

"Why not?" I asked.

"That's the way I saw her . . . There's no really good reason for it, except that I can't drive, and I suppose I identified myself with the mother."

Of course many timid people do drive. But if the author felt it helped the characterization to have her unable to drive, there were other ways of

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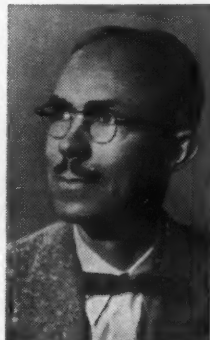
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having the mother on hand, taking a more dynamic part in the story action. She could get someone else to drive her. In this story a close friend of the family owned a large garage and several cars (it was from him the boy had stolen the car), and it was most logical the mother would go to him for help.

The hospital scene, too, was made much more dramatic and moving by having the boy talk directly to the mother as he lay dying, instead of through the nurse. This also preserved the single viewpoint, so that the reader was right there living through the main character's suffering.

After revision, this story sold.

Let's try another example—the story of a young woman who has lavished all her love and attention on her baby to a point where her marriage is threatened. The reason given is that she can't leave her baby because there isn't any money for baby sitters. But when her husband, after an argument, leaves angrily on a business trip, a kind grandma appears on the scene (she hadn't known about the quarrel). She says of course she'll take care of baby and let the mother take a few days off.

Whereupon the reader begins to wonder why Grandma couldn't have spent an occasional evening with the baby in the past so that the young people could have had a spree at the local movie house.

Now this situation is not impossible, but it has to be motivated. It's not convincing as it stands, but it can be made convincing. Suppose Grandma had offered to baby-sit in the past, but the young mother refused to leave her baby with anyone. This would strengthen both the logic and the characterization. The husband's resentment would be better motivated, too.

In the story as written, the wife follows the husband to New York. Does she start looking for him and trying to make up? No, she sits in her hotel room or goes off on sightseeing trips with some old girl friends. One of them tells her that Bob had been seen in a night club with another woman. She spends hours crying in her hotel room alone, until a contrite Bob comes back and tells her never again.

Do you see what needs to be done here? The main character needs to have more of a hand in more of the story action. If the object of her trip was to find Bob, she should be out looking for him, instead of surveying the city from the top of the Empire State Building. She should be the one to find him with the other woman, instead of someone who has no real connection with the story.

And if she really had neglected her husband unnecessarily in the past, she must understand this now, and plan a better balanced future for the whole family.

What this boils down to in this story is that the author must give her main character more character.

Try being more firm with your characters. Strengthen their motivations and give them the courage and intelligence to work out their problems and conflicts instead of waiting to have a solution thrown into their laps from outside.

You'll have a better selling record.

From Editors' Desks to You

New Gun Sport Magazine

Guns is a new monthly magazine devoted to all aspects of gun sport. It offers a market for articles of 1,500-2,000 words on shooting, hunting, design, novelty products, methods and techniques of shooting for target and hunting, altering standard guns to special ideas, etc. The magazine also can use human interest articles on prominent shooters, designers, or other persons important in the gun game. Articles should be accompanied by photographs. Material should be constructive, interesting, and popular in tone.

Payment is at 5c a word. Acceptable photos, whether with articles or of gun interest alone, bring \$5 each; cartoons \$10. Payment is on acceptance.

Writers should query in advance about articles. The editor is Ben Burns, the technical editor Bill Edwards. Address *Guns* at 8150 Central Park, Skokie, Ill.

- A&J -

Luis Barreiros, Lins N. O. B., Sao Paulo, Brazil, is asking former correspondents and newspaper clients of Transradio Press Service, Inc., to send clippings of old T. P. S. news published by them. He offers \$3 plus air mail postage for each such clipping.

Senhor Barreiros, a well-known Latin American journalist and radio editor, contemplates a probable reorganization of Transradio Press Service.

- A&J -

Intro Bulletin is a new and interesting monthly tabloid newspaper covering literature and the other arts. It publishes interviews, essays, literary articles, reviews, and comments. For the present there is no payment to contributors.

The editor is Louis Brigante, Box 860, Grand Central Station, New York 17.

- A&J -

Shasta Publishers, 5525 S. Blackstone Ave., Chicago 37, continues in the market for fiction and non-fiction book manuscripts though it is somewhat overstocked with the former. This firm for several years has been especially well-known in the science fiction field though it by no means confines its publications to this category.

The editor, Julian C. May, suggests a query before submitting any manuscript. In particular, he prefers to discuss non-fiction ideas with writers.

- A&J -

Arnold W. Ehrlich is now senior editor in charge of articles and fiction for *Everywoman's Magazine*, 16 E. 40th St., New York 16. He was formerly with the Publications Division of the U. S. Information Agency, editing four picture and text magazines published abroad.

- A&J -

Youth for Christ Magazine, 109 N. Cross St., Wheaton, Ill., offers a maximum of \$40 for exceptional short-short stories slanted to the evangelical market among upper high school and college students. Stories should be 1,200-1,500 words. The magazine's usual payment for the general run of short-shorts is \$20.

Address manuscripts to Ken Anderson, associate and fiction editor.

Creative Enterprises, 6620 Diversey Ave., Chicago 35, is a new publishing firm on the lookout for book manuscripts for boys and girls—especially historical fiction, and a good Bible story. Peggy Lois French is editor-in-chief; Florence Mark Walder is juvenile editor.

- A&J -

Congress Weekly, 15 E. 84th St., New York 28, is in the market for topical articles, fact or opinion, on issues of interest to liberal Jewish readers. Payment is made on publication at \$35 an article of 1,500-2,000 words. The magazine uses also reviews of books, motion pictures, and plays of Jewish interest. The rate for reviews is \$7.50-\$20.

The editor is Samuel Caplan. The magazine is published by the American Jewish Congress.

- A&J -

Maco Magazine Corporation, 551 Fifth Ave., New York 17, is a paperback book organization issuing non-fiction. Each book runs 144 pages. If you have an idea on any subject for a book of mass distribution, send an outline to Robert L. Gale, the editor. The outline may be made up of text, pictures, or both.

- A&J -

Crosier Missionary, Onamia, Minn., is interested in wholesome but not preachy fiction of 800-1,800 words appealing to Catholic families; also articles of 1,000-1,800 words on religious topics of general interest, but especially on Catholic family life, courtship, marriage, child training, preferably with photos. Fillers and cartoons are also used. No verse is wanted. Text brings 2c-5c, a word plus \$3-\$10 for photos. Cartoons are paid for at \$5 each. Payments are on acceptance. Address the editor, the Rev. Benno Mischke, O. S. C.

- A&J -

Specialized Paperbacks

Caravan Books, Inc., 1 W. 47th St., New York 36, is a new paperback book firm publishing both reprints and originals. It confines its material strictly to four categories, explained by Thomas Sutton, the editor:

1. Joke books. Typical current publications include *Eddie Cantor's Jamboree of Jokes*; *Hollywood Merry-Go-Round*, by Andrew Hecht (former Hollywood humor editor for *Reader's Digest*), with an introduction by Bob Hope; *Show Business Merry-Go-Round*, with an introduction by Peter Donald.

2. Fact crime books (no fiction). Examples include *Missing—Presumed Dead*, by John G. Stein, former head of New York's Missing Persons Bureau, *Police Blotter*, by Bernard O'Donnell, court reporter.

3. Cartoon books. These are collections of panel cartoons previously published in *SEP*, *Collier's* and other major markets.

4. Special interest books. These are "novelty" books, such as *The Foot in My Mouth*, by Jeff Harris (introduction by Robert Q. Lewis), a collection of TV boners; *Harlem After Dark*, a heavily researched and realistic book about the Harlem underworld by Dan Burley.

We are in the market immediately for books of the above types only, and invite queries and submissions

from authors and agents. Reprint possibilities can, of course, be sent along by the original publisher. We are also in the market for panel cartoons; artists can send clips of line cartoons directly to this office, and publishers and agents may send hard-cover books on which reprint rights are available. (In general, though reprint possibilities should be sent right along, please query first on originals.) Payment is on standard advance-and-royalty terms.

— A&J —

Sunshine and Health and Sun, Box 142, Oakland, N. J., are looking for first-class fiction and articles dealing with nudism or any field of allied interest such as mental and social hygiene, physical culture, nutrition, recreation.

Illustrations are particularly desired—glossy prints 8 x 10. The magazines use color transparencies for covers. All photographs should have releases signed by the subjects.

Payment is on publication—1c a word for text, photos \$3, transparencies \$7.50-\$10. Margaret A. B. Pulis is editor.

— A&J —

Channel Press is a new book publishing firm handling non-fiction only, specializing in titles on religion, human relations, and self-help. Address: 159 Northern Blvd., Great Neck, N. Y.

Leonard R. Harris, editor-in-chief, writes:

In the religious category, we are interested in both conservative and liberal books, particularly those of a

referential or perennial nature. Most of the books we publish in this field are by theologians.

In the area of human relations, we are interested in books on psychology and psychiatry; and in the area of self-help, our interests are usually broad. Forthcoming titles vary as widely as a book on sports cars on the one hand and a unique American history on the other.

We earnestly request authors not to send manuscripts unless we have asked to see them on the basis of a letter or an outline.

— A&J —

Child Security, official publication of Child Security, Inc., 1836 Cimarron St., Los Angeles 19, Calif., is interested in stories and articles, 800-1,200 words, on the child's place in the home and his need for parental love as a part of the growing-up process. Payment is \$5-\$10 per story or article. The magazine also accepts short poems and fillers. Copies of the publication are available to writers on request.

The magazine states that it will not return manuscripts—an unusual policy unacceptable, of course, to many writers.

— A&J —

Discontinued Magazines

American Rod & Gun
Beyond
Complete Sports
The Grocer's Digest
Planet Stories
Real Police Stories

Guide Books: Source of Ideas

By ETTA S. PRESTON

A SOURCE of material that fascinates me for both fact and fiction writing is the series of American Guide books produced by the Federal Writers' Project for all the states of the union. Available to you at your public library, they contain picturesque characters and local color, serious as well as comical anecdotes, and unusual action.

I like Dolly Cupp of New Hampshire, whose name is borne by a camp which the U.S. Forestry Service maintains. Dolly married Hayes Dodifer Cupp of Stowe, November 3, 1831, and traveled with him up the crude trail through the notch to his log hut and beginnings of a farm. She became famous for her skill in spinning and weaving. The foundations of the long, low frame house that replaced the log hut, and remnants of their apple orchard, are still visible.

On their fiftieth anniversary, Dolly said, "Hayes is well enough, but 50 years is long enough for any woman to live with a man." They divided up their possessions. She went to live in Auburn, and left Hayes in Stowe. A pioneer story with a surprise ending!

Dolly's opposite is "Mad Ann" Bailey, who came from London to Virginia as an indentured servant. After Indians killed her husband, she devoted her life to avenging him. "She halways carried a hax and a hauger and could chop as well as hany man," the Guide says, preserving her coster dialect. Dressed in men's clothes, equipped with musket, tomahawk, and knife, she served the colonists as scout, spy, and messenger, killing more than one person's share of Indians and living to the age of 84.

Then there is "Uncle Dick" Norton of New Mexico, fighting and also making friends with Indians, running a stage between Independence and Santa Fe, and a freight wagon train of 36 prairie schooners with five pair of oxen for each.

In Alabama, the year Mobile was founded by the Bishop of Quebec, a shipload of two dozen "cassette girls" arrived, named from the cassette, or trunk, the French government provided each girl. All were married within the year except one said to be coy and hard to please.

My own writing interest lies in early Americana, but the guides are not limited to bygone days. They tell the present and the future offered in the various states, giving conditions of modern business and industry and agriculture; for example, in Virginia, the apples of Winchester, the cigarettes and cotton textiles of Danville, the consumer goods produced all through the state by factories located in the process of decentralization of industry. Of course these data are merely suggestive—the writer must verify them by current statistics.

Sometimes, too, a poetic description creeps in, such as a passage in the New Mexico guide! "South of Claucha is rolling terrain. Small thistle poppies blow white in late spring and early summer, and purple wild verbena mingles with them. That rare bird, the snowy white heron, has been seen along the road. The trees are few and desert flora take their place. The Jacarilla Mountains appear to the east and southeast."

✦ Characters, suggestions for plots, ideas for articles—all these the resourceful writer will find in the guides.

January Writers' Conferences

Practical workshop sessions will be featured at the eighth annual Christian Writers Conference, to be held in the Chicago offices of the Christian Writers Institute, January 26-28.

Subjects will include juvenile and adult fiction, how-they-did-it's, poetry, puzzles, fillers, style, technique, idea-getting, Sunday school lessons, picture stories, and tract writing.

Eugenia Price, writer and producer of the radio program *Unshackled*; Clyde Dennis of Good News Publishers; Dorothy Haskin, freelance writer; B. T. Cory, editor-in-chief, Scripture Press; James Adair, editor of *Power*, are among the 20 speakers.

Prizes will be given for the best fiction and non-fiction submitted in the annual contest.

For details, write Christian Writers Institute, 434 South Wabash Avenue, Chicago 5, Ill.

— A&J —

The seventh session of the Northeast Writers' Conference will take place in Cleveland, Ohio, January 27-28. There will be workshops in TV, juvenile, fiction, article, and other fields conducted by professional writers, publishers, and editors.

Among the speakers will be William Doerflinger, senior editor, E. P. Dutton & Co., Inc.; Rowena Ferguson, associate editor of Youth Publications; Edward Uhlan, president, Exposition Press, Inc.; Charles N. Heckelmann, editor, Popular Library, Inc.; Mrs. Lillian J. Bragdon, editor, juvenile division, Sterling Publishing Co.; Edwin H. Wilson, executive director, the *Humanist Magazine*; and many others.

Contests will be held in several categories and cash prizes will be awarded the winners.

Details may be secured by writing to Irv. Leiber-man, program chairman, 1555 Luxor Rd., Cleveland 18, Ohio.

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By S. OMAR BARKER

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ANNUAL MARKET LIST OF

BUSINESS PUBLICATIONS

BUSINESS publications—sometimes they're called trade journals—are edited to help men and women in specific occupations become more efficient and consequently make more money.

Some business journals use cartoons, verse, and general articles to a limited extent. The purpose is to make the publication more attractive and readable—they're merely incidental to the main function.

For the most part the business publication wants straightforward reporting based on accurate observation and careful interviews with businessmen. Clear writing in short sentences is essential.

Good photographs are a must for the average article. The preferred size is 8 x 10. Of course they are enlarged from smaller negatives—a writer doesn't carry an 8 x 10 camera around with him. Every photograph should tell a story.

The most popular type of article is the case history. It relates the experience of a man or woman in the industry or business with which the publication deals. The success factors—and the pitfalls—are explained so clearly that anyone in the field can carry out the basic plan.

It is always desirable to query a business editor about an article. It saves time for him—and for the writer. Often the editor, if interested in the suggestion, will give the writer useful hints as to handling the subject.

The pay for a single article in a business publication is usually not high, but writing such articles consistently will produce a good income. Men who devote themselves professionally to the field have larger incomes than most professional writers of fiction.

No writers' magazine has space to list the thousands of business publications. The following list is merely representative. A writer can learn of many others through contact with men in various businesses and industries.

As usual in *Author & Journalist* market lists, the data in parentheses indicate the frequency of publication and the single copy price; for example, (M-35) means published monthly at 35 cents a copy. *Acc.* means payment on acceptance; *Pub.* payment on publication.

Amusements

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. (W-25) All material furnished by appointed correspondents in the amusement field.

Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo. (W) National film weekly with correspondents in principal cities covering news of motion picture industry, theaters and their personnel, legislation affecting motion pictures, construction news, etc. Photographically illustrated features dealing with various phases of theater management. Also articles on new theater construction, important remodeling jobs, concessions merchandising, theatre (drive-in) merchandising, efficient food preparation, etc. Invites inquiries on articles of this type. Nathan Cohen, Executive Editor, Pub.

Motion Picture Exhibitor, 246 N. Clarion St., Philadelphia 7, Pa. (W-10) Technical and trade articles on

the motion picture industry. Photos. Payment according to assignment. *Acc.* Works strictly on assignment; query.

Automotive, Bicycles, Etc.

American Bicyclist, 461 Eighth Ave., New York 1. (M-35) Articles about successful bicycle dealers, window and store displays, advertising campaigns, parades, races, safety drives. Items on bicycle stores selling model and hobby supplies or other sidelines. Photos of interesting events and groups clearly showing bicycles. Charles G. Pekar. \$10 per page (1,250 words), photos \$3-\$5. Pub.

Automotive Chain Store, 11 S. Forge St., Akron 4, Ohio. (M) Business methods of automotive chains that handle automotive accessories, wheel goods, toys, sporting goods, appliances, etc.; successful promotions, merchandising tricks. Jack Botzum, Managing Editor. 2c, photos \$4. *Acc.* (within 30 days). Query.

Automotive Chain Store, 11 S. Forge St., Akron 4, Ohio. (M) Business methods of automotive chain stores (with multiple outlets), large volume auto wreckers, etc., who handle automotive accessories. Photos of exteriors, interiors, displays. William Whitney, Managing Editor. 2c, photos \$4. *Acc.* (within 30 days). Query.

Automotive Retailer, 10 Park Place, Morristown, N. J. (M) Easy-to-adapt retailing methods in auto supply stores; unusual solutions to store problems. Stories must be about actual store operators. Photos illustrating point of story. 2c, photos \$5. Pub. Query.

The Bicycle Journal, 606 S. Main St., Fort Worth 2, Tex. (M-25) Success stories of bicycle stores, interviews, photos required. Also photos of displays, bicycle leg art, etc. Bill Quinn. 1½c-2c, photos \$5. *Acc.*

Brake and Front End Service, 11 S. Forge St., Akron 4, Ohio. (M) Articles of interest to brake and wheel service shops, alignment specialists, "front-end" operators. Editorial covers brakes, wheels, springs, shock absorbers, steering, wheel alignment and balancing, all "safety" services. William Whitney, Managing Editor. 2c, photos \$4. *Acc.* (within 30 days). Query.

Commercial Car Journal, 56th & Chestnut Sts., Philadelphia 39. (M) Technical articles on truck and bus fleet maintenance, safety programs. Working knowledge of field essential. \$25-\$75 an article; photos \$7.50. Pub. or in advance if delayed. Query.

Diesel Power, 192 Lexington Ave., New York 16. (M-35) Articles on maintenance and new developments in diesels and their uses in trucking, construction equipment, municipal and public utility power generation, general industrial use, highway transportation, construction equipment and off-highway vehicles, pipelines and petroleum industry, agricultural, logging, mining, railroad. Photos. Brian P. Emerson. \$15 per page, accompanying photos \$4.50. Pub.

Motor, 250 W. 55th St., New York 19. (M-50) Articles describing profitable ideas for automobile dealers and garages in selling new and used cars and in merchandising repair service and on management. Photos. Cartoons. Edward Ford, Editor. Payment according to worth, photos \$6. *Acc.* Query.

Motor Age, 56th & Chestnut Sts., Philadelphia 39. (M) Service, merchandising, shop kinks, personalities. Photos. Cartoons. Frank P. Tighe. \$35-\$50 per article; photos \$5-\$10. Pub. Query.

Motorship, 192 Lexington Ave., New York 16. (M-25) Marine application of diesel power—new construction, conversions, operation, etc., 1,200-2,500. Photos required. James E. Jones. \$10-\$20 per published page, including photos. Pub. Query.

Super Service Station, 865 Daily News Bldg., Chicago 6. (M-35) Articles that help operator of gasoline station in his business; illustrations virtually always required. A limited market because four-fifths of magazine is staff-written. Photos. Cartoons. News. R. B. Stafford, Editor. 1½c-2c, photos \$3-\$5, cartoons \$5. Query on news and features.

Tire and TBA Review, 11 S. Forge St. Akron 4, Ohio. (M) Business methods of independent tire, battery, accessory dealers, independent oil jobbers, retreaders and vulcanizers. Photos of shops and tire men. William Whitney, Managing Editor. 2c, photos \$4. Acc. (within 30 days). Query.

Tires—TBA Merchandising, 386 Fourth Ave., New York 16. (M-25) Success stories and small business management, promotions, and merchandising articles about tire, battery, and automotive accessory dealers and service stations with large volume TBA business. Photos. Phil Robinson. 2c, photos \$5. Pub. Query.

Aviation

Aviation Age, 206 E. 42nd St., New York 17. (M-\$1) Technical articles under 1,500. Exceptional photos. Cartoons. Randolph Hawthorne. Acc. Query.

Aviation Week, 330 W. 42nd St., New York 18. (W-50) News of important developments in engineering, design, transportation. Features in these fields to 800. Photos. Robert B. Hotz. 3c up, photos \$5 up. Acc. Query.

Flying, 366 Madison Ave., New York 17. (M-25) Articles on all phases of aviation, both civil and military, of general aviation consumer interest; including how-to-do-it's for pilots and aircraft owners. Photos, black and white and color. Gill Robb Wilson. 3c up, photos \$5 up, transparencies \$75 up. Acc.

Beauty

American Hairdresser and Beauty Culture, 20 W. 45th St., New York 36. (M-60) Unusual beauty salon management and selling ideas, preferably in shops of four or fewer operators. No unsolicited material accepted. Clear with editor before submitting. Acc.

Beverages

American Brewer, 202 E. 44th St., New York 17. (M-35) Articles on science of brewing and brewery management to 1,500. Particularly interested in technical and materials-handling articles specifically for breweries. News of brewing industry. Photos. Rodney Leeds. Articles \$25 up. Pub. Query on articles.

Brewers Digest, 4049 W. Peterson Ave., Chicago 30. (M-35) Articles on technical aspects of brewing, brewery management, advertising and distribution (also on wholesaler operations), but all must relate specifically to beer. Bernard Erf. 2c including photos. Pub. Query.

Liquor Store, 155 E. 40th St., New York 16. Essentially a picture magazine showing how promotions, modernization, etc., pleased customers. Story should be told largely through captions—maximum of 1,200 words of straight text. Frank Haring. 2c, photos \$5 up. Acc. Query.

Southern Beverage Journal, 327 Avenue Alcazar, Coral Gables, Fla. Illustrated case history articles on retail liquor merchandising in Arkansas, Florida, Kentucky, Louisiana, South Carolina, Tennessee, Texas. Most material is handled by appointed correspondents. Bernard Hill. 2c, photos \$3-\$5. Acc.

Spirits, 404 Fourth Ave., New York 16. (M-35) Material of special interest to distilleries, wineries, wholesalers, etc. News of the industry. Dan Hecht. Query.

Boats

Boating Industry, 505 Pleasant St., St. Joseph, Mich. (8 times a yr.) Success stories of boat dealers,

1,000-2,000 words, with photos. News items of the industry, 300-500. Charles A. Jones. 3c-5c. Pub.

Bottling

The American Soft Drink Journal, 316 Peachtree St., N.E., Atlanta, Ga. (M-50) Sales and merchandising in soft drink bottling operations—750-1,000, two or more photos. Ben Ginsberg. 1½c; photos \$3.50. Pub.

Bottling Industry, 18 E. 49th St., New York 22. (Bi-W-35) Methods, efficiency, sanitation, traffic control, sales, in soft drink industry—1,000 words. Jerry E. Stevens. 2c, photos \$3. Acc. Query.

National Bottlers' Gazette, 9 E. 35th St., New York. (M-75) Unique, effective selling and production methods. M. J. Becker. 1c, photos \$3-\$5. Pub. Query.

Building and Related Fields

Air Conditioning & Refrigeration News, 450 W. Fort St., Detroit, Mich. (W-20) Unusual applications of refrigeration and air conditioning; dealer success stories. Phil B. Redeker. 6c per published line; photos \$5. Pub. Query.

American Artisan, 6 N. Michigan Ave., Chicago 2. (M-35) Warm air heating, residential air conditioning, sheet metal contracting, 1,000-3,000. Clyde M. Barnes. \$18-\$20 per published page including space occupied by cuts. Pub.

American Builder, 30 Church St., New York 7. (M-35) Articles on planning and construction of special interest to builders. Plans and photos of new houses. E. G. Gavin. \$15 a page. Pub.

American Paint Journal, 2911 Washington Blvd., St. Louis 3, Mo. (W-10) Articles on merchandising sales, new plants, plant layouts, for the protective coatings industry. Photos. News. G. O. Stephenson. 1c-2c. Pub. Query.

Building Specialties, 425 Fourth Ave., New York 16. (M-35) Articles, news, photos, about new building products. Interviews with home improvement dealers; stories on selling door-to-door in home improvement field (not building), 800-1,000. Must be specifically authorized by editor. Arnold Romney. 2c up, special stories \$15 and \$30 each, authorized interviews (800 words) with 2 photos \$35, home improvement sales stories (no general sales stories) \$15-\$20. Sales "idea" stories which develop idea or theory of some selling method, using an actual home improvement dealer as an example, 800 words plus 4-6 photos, \$50. Query on all articles.

The Contractor, 5635 Grand Central Terminal Bldg., New York 17. (Semi-M) Directed to the top 20% of contractors in plumbing, heating, air conditioning. News and features, written in tabloid news style, on merchandising and management. Clippings. John Carlson, Editor. 3c up. Pub. Guide for freelance correspondents available.

Flooring, 45 W. 45th St., New York 36. (M-25) Merchandising and operating activities of firms that sell and install floor and wall coverings. Photos of showrooms and installations. Pincus W. Tell. 1½c up, Acc.; photos \$3, Pub.

National Roofer, Siding & Insulation Contractor, 315 W. Madison St., Chicago 6. (M-50) Articles 600-1,000 words on manufacture, sale, estimating, application of all products used in the industry; also on men and women in it. Primarily interested in contractors—how they began and success attained. Fillers. Photos. News. James McCawley, 1c, photos \$2. Pub.

Plastering Industries, 215 W. Harrison St., Seattle 99, Wash. (M-25) Material about lathing and plastering to appeal to professional craftsmen and contractors. News. Photos. Cartoons. C. F. Clay. 25c-\$1 per published inch, photos \$2-\$5. Pub. Query.

Plumbing & Heating Business, 130 E. 59th St., New York 22. (M-50) Merchandising, how-to-do-it, business operations of plumbing-heating contractors (retailers). News of industry. Photos. Cartoons. Seth Shepard. 3c up, pictures \$6 up. Pub. Query.

Western Plumbing and Heating Journal, 3665 S. Vermont Ave., Los Angeles 7. (M-25) Covers 17 Western states. Business methods and procedures by which master plumbers and heating contractors have improved business, to 1,000. No technical articles. Case history and definite example type of articles especially desirable. MSS. read about 15th of each month. Glover Hendrickson. 1c up, photos \$3.50 up. Acc. Query.

Business, Finance

Barron's National Business & Financial Weekly, 40 New St., New York 4. (W-35) Financial and economic subjects of direct interest to investors, 800-1,200. Robert M. Bleiberg. \$100-\$125 per article. Pub. Query.

Commerce Magazine, 1 N. La Salle St., Chicago 1. (M-35) Articles 1,000-3,000 of interest to executives; new techniques for management or general background useful to management. Alan Sturdy. 3½c up. Acc. Query.

Factory Management & Maintenance, 330 W. 42nd St., New York 36. (M-50) Articles to be bylined by plant operating executives. Photos. Matthew J. Murphy. \$25 per page. Acc. Query.

Forbes Magazine (of Business and Finance), 80 Fifth Ave., New York 11. (Semi-M-35) Illustrated articles on financial news of companies whose securities are available at the major exchanges. Unusual financial slants on business. Informal, casual photos of presidents and chairmen and characteristic industrial activity. Byron D. Mack. \$25-\$100 per article. Pub. Query.

Good Business, Lee's Summit, Mo. (M-15) Articles 800-1,600 emphasizing Christian principles in business; first-person stories especially desired. Fillers to 400. Poems to 20 lines on business themes. Photos of industrial subjects with business slant. Clinton E. Bernard. 2c up, poetry 25c per line up, photos \$6. Acc. Pamphlet of suggestions for writers available.

Nation's Business, 1615 H St., Washington, D. C. Articles to 2,500 on subjects of general interest to businessmen. A. H. Sypher. \$600 up per article. Acc. Query.

Office Executive, 132 W. Cheltenham Ave., Philadelphia 44, Pa. (M-50) Technical articles on office management. Photos. Very few cartoons. Dickson Ash, Editor. No payment for text or photos, cartoons \$10. Acc.

Sales Management, 386 Fourth Avenue, New York 16. A magazine edited for the sales executive, designed to help him with advertising, manpower, distribution, incentive, compensation, and quota problems. Case history type articles. Authors are staff members and sales executives of companies. Philip Salisbury, Editor.

Today's Secretary, 330 W. 42nd St., New York 36. (M) Fiction (dealing with office situations, not romance) to 1,000 words. Articles about secretaries to important persons and about prominent persons who started their careers as secretaries. \$10 up. Acc.

Ceramics

Ceramic Age, 114 E. 32nd St., New York 16. Features and technical articles to 2,000 words on all phases of the ceramic industries. News items. Photo stories. D. Grewer. 2c, pictures \$3.50. Pub.

Cleaning, Laundries

The Guide, 316 Peachtree St., N.W., Atlanta, Ga. (M-50) Promotion, production systems, sales—laundry,

dry-cleaning and commercial-power, quick-service establishments in the South; 1,200 words, six photos. News of new plants, remodeling, personnel. A few cartoons. Ben Ginsberg. 1c, photos \$3.50. Pub. Query.

Launder-matic Age, 40 E. 41st St., New York 17. Material on operation of automatic (self-service) laundries, also combination automatic laundries and dry-cleaning establishments. Frank Thompson. 1½c, photos \$2.50. Pub.

The National Cleaner & Dyer, 305 E. 45th St., New York 17. (M-50) Factual stories directly drawn from the dry cleaning industry; new and unusual developments in production, management, selling. Fillers. Significant photos. Arthur F. Schuelke. 2c up; photos \$3 up. Limited market. Pub. Query.

National Rug Cleaner, 304 E. 45th St., New York 17. (M) Articles on rug-cleaning plants, 1,000 words. Gerald Whitman. 2c, photos \$5. Pub. Query.

Clothing

Boot & Shoe Recorder, 56th and Chestnut Sts., Philadelphia 39, Pa. (Bi-M) Merchandising methods of shoe stores, special promotions, "how" stories 500-1,000 words illustrated by photos. News about retail shoe people, shoe organizations, shoe manufacturing, and allied industries. R. L. Fitzgerald. Query on articles; send news at once.

Esquire's Apparel Arts, 488 Madison Ave., New York 22. (M-50) Articles directed to retailers of men's clothing; stories of retailing and store operation. Photos of men's store windows. Morton Bauman. \$35 per page. Acc. Query.

Hat Life, 79 Madison Ave., New York 16. (M-50) Brief articles on unusual store experiences in the promotion and selling of men's hats. E. F. Hubbard. Acc. Query.

Register Publications, Inc., 99 Chauncy St., Boston 11, Mass. Publishes eight magazines entitled **Apparel Register**, the specific names indicating region covered, as **New England Apparel Register**. Covers much of the country east of the Mississippi. Appeals primarily to stores handling women's and children's apparel, and seeks articles about 1,000 words based on interviews with retailers in these fields on merchandising, selling methods, advertising, store layout, new stores, anniversary celebrations, etc. No consumer-type fashion copy. Men's wear copy acceptable from New York State and Philadelphia area. Harold S. Larkin, Editor; Mrs. Barbara Greenberg, Feature Editor. 1½c, photos \$3.50 if original, \$1 if obtained from store. Acc.

Communications

Audio, formerly **Audio Engineering**, P. O. Box 629, Mineola, N. Y. (M-35) Technical and semitechnical articles relate to sound recording and reproduction. Photos. C. G. McProud. \$28 per published page. Pub.

Fortnightly Telephone Engineer, 7720 N. Sheridan Rd., Chicago 26. (M-35) Activities of independent (not Bell system) telephone companies, personalities, new construction, rates, financing. Articles to 3,000 words and news. Good photos. John G. Reynolds. In general, 3c; good rates for articles; photos \$5. Pub. Query on articles, not news.

Radio-Electronics, 25 W. Broadway, New York 7. (M-35) Articles on radio, high fidelity, constructors, electronics, TV, for repair technicians primarily—but written so as to interest experimenters, audio enthusiasts, and engineers. Preferred length, 1,500-3,000, but shorter and longer articles occasionally accepted. Photos only with articles. Technical cartoons. Fred Shunaman. Rate varies according to quality of material. Acc.

Telephone Engineer & Management, 7720 N. Sheridan Rd., Chicago 26. (M-35) Requirements as for **Fortnightly Telephone Engineer**, above.

AUTHOR & JOURNALIST

Drugs

Modern Pharmacy, Parke Davis & Co., Detroit 32, Mich. Articles of 600-1,200 words for retail pharmacists. Should have professional slant or cover a business or department problem. Some cartoons. George A. Bender. 3c first 1,000 words, then 2c; photos \$5. Acc. Query.

Pacific Drug Review, 504 Woodlark Bldg., Portland, Ore. (M-35) Articles 1,500 words on drug store merchandising, management, display, layout and design. Photos. Cartoons. William C. Felter. Acc.

Electrical

Electrical Merchandising, 330 W. 42nd St., New York 36. (M-50) Articles showing specifically how individual merchants sell electrical home appliances, radio, and TV; also articles on conditions and problems of broad interest to the industry. To 2,000 words; 1-50 photos. News—distributor, distributor franchises, association dealer. Cartoons. Robert W. Armstrong. 2c up, photos \$5-\$6. Acc.

National Industrial Service Association News (NISA NEWS), 818 Olive St., St. Louis 1, Mo. (M-35) Factual articles and picture features about independently owned electric motor, generator, and transformer repair shops that are members of National Industrial Service Association, the industry's trade association. News of members. Cartoons. Horace Barks. Varying rates on text, cartoons \$5, photographs \$3-\$10. Acc. Query on articles and features.

Engineering

Engineering News-Record, 330 W. 42nd St., New York 18. (W-35) Technical articles on engineering and construction topics. News. Photos. Magazine is largely staff-written. W. G. Bowman, Editor. \$1 per column inch for material printed, photos \$6. Acc.

The Highway Magazine, Middletown, O. (M) Highway construction (including bridges); highway material historic or unique. Photos essential. Occasional single photos. T. A. Harrison. 2c-3c; photos to \$7.50. Acc.

Irrigation Engineering & Maintenance, 624 Gravier St., New Orleans 9, La. (M-25) Experiences of irrigation district managers, irrigation farmers—especially cost-cutting plans—to 1,500; short illustrated features on irrigation equipment dealers. News of projects and districts. Bill Sarraff. 1½c. Pub.

Power Engineering, 110 S. Dearborn St., Chicago 3. Technical articles 500-1,000 dealing with mechanical, electrical, and steam engineering. Cartoons. Photos. Andrew W. Kramer. Acc. Query.

Feeds, Seeds, Fertilizers

Commercial Fertilizer and Plant Food Industry, 75 Third St., N.W., Atlanta, Ga. (M-20) Articles, news, photographs relating to the fields covered. Bruce Moran. Pub. Query.

Feed Age, 71 Vanderbilt Ave., New York 17. (M-25) Articles and news of interest to livestock and poultry feed manufacturers. Richard T. Claycomb. 50c per column inch. Pub.

The Feed Bag, 1712 W. St. Paul Ave., Milwaukee 3, Wis. (M-25) Success stories on feed mixers and manufacturers and new feed stores, 1,000-1,500. Also comprehensive articles on larger feed manufacturers, stressing methods and efficient use of equipment. Send envelope for complete requirements. Photos essential. Bruce W. Smith. \$15 to \$35, cover photos \$5-\$7, cartoons four to eight a month \$5-\$7. Pub. Query. Prompt reports.

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Feedstuffs, P. O. Box 67, Minneapolis, Minn. (W-20) Up to 3,000 words having to do with manufacture and merchandising of feeds. Spot news. Photos. Only exceptional cartoons. H. E. Yantis. ¾c up, photos \$3 up. Acc.

Seed World, 327 S. La Salle St., Chicago 4. (Bi-M-25) Illustrated articles on novel merchandising and sales methods used by seed merchants, and garden centers, 1,000-1,500. B. A. Hoover. ½c, photos \$2. Pub. Query.

Southern Seedsman, 624 Gravier St., New Orleans 9, La. Experiences of retail seed stores of the South and Southwest in merchandising of garden supply items, other than seeds, to 1,500 words. Photographs. Bill Sarraff. 1½c. Pub.

Fisheries

Fishing Gazette, 461 Eighth Ave., New York 1. (M-35) Articles on commercial fishing activities, 500-1,000. Needs news correspondents in Chicago, Detroit; inquiries from other sections invited. C. E. Pellissier, Editor. Pub. Query on all articles before writing them.

Maine Coast Fisherman, 184½ Middle St., Portland, Me. (M) Articles about commercial fishing, boat-building, lobstering, canning, clamming, packing, etc. News items and photos pertaining to marine matter and fishing. Jokes. Converse Owen Smith. 20c per printed inch (about 320 words), photos \$2.

National Fisherman, formerly **Atlantic Fisherman**, Goffstown, N. H. News of commercial fishing industry. Technical articles on fishing methods and fishing boats. Photos of fishing boats and owners. Gardner Lamson. 1c, photos \$3. Pub. Query.

Pan American Fisherman, 2313 Columbia St., San Diego 1, Calif. Trade magazine of the commercial industry from Alaska to Panama. Articles on all phases including boat building, navigation, research, fishing, canning and marketing. No biographical or personality pieces. Photos that implement text should accompany contributions. Best length 2,000 words or under. Robert Q. Lawson, Editor.

Southern Fisherman, 624 Gravier St., New Orleans 9, La. (M-35) News, factual items, short articles on commercial fishing, marketing and distribution of fisheries products. Walter B. Hoover. \$10 per printed page including photos. Pub. Query is essential.

Florists

Telegraph Delivery Spirit, 292 La Cienega Blvd., Beverly Hills, Calif. (M-75) Publication for florists belonging to Telegraph Delivery Service. Fiction with floral setting, to 800 words—but overstocked at present. Articles to 600 words about members of association and subjects related to the retail floral trade. Write for list of members before submitting material. Cartoons. Tom McCusker, Associate Editor. 1c, cartoons \$3, photos (accompanying articles) \$2.50. Pub. Query.

Food

Bakers Digest, 4049 W. Peterson Ave., Chicago 30. (Bi-M-35) Articles on technical aspects of baking (all products)—materials, methods, equipment, packaging. E. J. Ryker. ½c plus photos. Pub.

Bakers Weekly, 71 Vanderbilt Ave., New York 17. (W-25) Articles pertaining to general baking field. News, photos, cartoons. James Phelan, Managing Editor. 50c per column inch. Pub.

The Biscuit and Cracker Baker, 71 Vanderbilt Ave., New York 17. (M-50) Articles pertaining to biscuit, cracker, pretzel, cone and snacks industry. News, photos, cartoons. Russ Obright, Editor. 50c per column inch. Pub.

Confectioners Journal, 437 Chestnut St., Philadelphia 6. (M-35) Articles covering successful merchan-

dising methods used by candy manufacturers. No pictures. Walter Wesley. Approx. 2c. Pub.

Food Topics, 330 W. 42nd St., New York 36. (W-25) News items and merchandising features from supermarket operators' angle. Clearance must be obtained. Leonard Kanter. Pub. Query.

Frozen Food Age, 220 E. 42nd St., New York 17. (M-65) Successful, unusual retail merchandising or advertising of frozen foods, 300-3,000. Copies of full or half page newspaper ads devoted exclusively to frozen foods. Photos. No food locker stories. Winston Smith, Managing Editor. 2c. Pub. Query.

Frozen Food Center, 105 S. Ninth St., St. Louis, Mo. (M-35) Articles relating to frozen food centers, freezer provisioners, and food plan operations, explaining in detail how specific plants render better service, build business volume, sell frozen foods—1,000-2,000. Can also use short articles of 200 to 400 words (with or without pictures) telling about merchandising, advertising, or operational idea of some specific locker plant. News. Albert A. Todoroff. 1½c; photos \$2.50; cartoons \$5. Acc. Query on articles.

Ice Cream Field, 19 W. 44th St., New York 36. (M-25) Production and merchandising articles about ice cream and related products such as ice milk, mellorine, diabetic frozen products, etc. News items about manufacturers and their business. Al Faur. 1c. Acc. Query.

Meat and Food Merchandising, 105 S. Ninth St., St. Louis 2, Mo. (M-25) Articles on retail food stores, usually independently owned, covering only meat, frozen foods, produce, and dairy departments. Occasional photos. Cartoons. Gilbert R. Palen. 2c, photos \$3 up, cartoons \$5-\$10. Acc.

Meat Magazine, 59 E. Van Buren St., Chicago 5. (M-25) "Case histories" of meat packers' or processors' experience with new techniques or equipment; exceptional success stories, unusual methods, etc. H. L. Rothra. 1½c. Pub. Query.

Quick Frozen Foods, 82 Wall St., New York 5. (M-50) Articles on successful store merchandising of frozen foods and frozen food processors and distributors. Clippings. Photographs. Joseph A. Fletcher. 2c, photos \$2.50, clippings 50c. Pub.

Super Market Manager (formerly **The Self-Service Grocer**), 114 E. 32nd St., New York 16. (M) Detailed factual articles to 1,500 on supermarket operation and merchandising. Photos accompanying articles. I. M. Brace. 1c, photos \$1. Pub. Articles must be approved by principals before submission.

The Voluntary and Cooperative Groups Magazine, 114 E. 32nd St., New York 16. (M) Detailed factual articles on warehouse operations of group sponsors and retail operating and merchandising practices in the groups field. Photos accompanying articles. I. M. Brace. 1c, photos \$1. Pub. Articles must be approved by principals before submission.

Western Confectioner, 4949 Hollywood Blvd., Los Angeles 27, Calif. Articles of 300 words on candy merchandising; news of the candy business—manufacturing, wholesale, retail.

Glass

Auto Glass Journal, 505 Marlboro Rd., Wood-Ridge, N. J. Articles and interviews on auto glass replacement shops, with emphasis on the success angle, to 1,000 words, with 2 photos and negatives. 2c, photos \$3.50. Acc.

Glass Digest, 225 Lafayette St., New York 12. (M-20) News about flat glass business—glass blocks, vitrolite and Carrara, glass building, spandrel construction, store fronts, and decorative glass. Notes about personalities and firms, glass installations and shop methods, practices in glass shops for short cuts and better operations. Short articles on better business methods. News about important glass jalousie

and related fenestrations, glass sliding wall installations, "Spandrelite," etc. Material on manufacturing, selling, promotion, legal status. Cartoons about glass. 1/2c-1 1/2c, photos \$1.50, cartoons \$5. Pub.

Hardware

Hardware & Farm Equipment, 3915 Main St., Kansas City, Mo. (M-10) Merchandising and management articles on hardware and farm equipment operating procedures. Case histories of successful operations of Missouri and Kansas dealers. Photos. Cartoons. James E. McKelvey. 2c, pictures \$5, cover pictures \$10. Acc.

Hardware & Housewares, 400 W. Madison St., Chicago 6. (M-20) Articles, also pictures and captions of original how-to methods in office shortcuts, merchandising displays, and operational procedures. John F. Shrock. \$4 up per picture and caption, payment for articles determined on acceptance. Pub.

Hardware Retailer, 964 N. Pennsylvania St., Indianapolis 4, Ind. (M-25) Independent hardware store merchandising and management articles; shorts. Glendon Hackney. 1c up; photos \$2 up. Acc.

Hardware World, 1355 Market St., San Francisco 3, Calif. (M-25) Articles 200-1,000 regarding retail hardware store operations in 11 Western states. Milton Albin. 1c. Pub. Photos \$3; cartoons \$5. Acc.

Locksmith Ledger, 505 Marlboro Road, Wood-Ridge, N. J. (M-75) Interviews with locksmiths. Trade news. Photos. M. Leonard Singer. 1 1/2c-2c, photos \$3.50. Acc. Query.

Health and Sanitation

Modern Sanitation, 855 Ave. of the Americas, New York 1. (M-25) Illustrated articles on industrial house-keeping: plant or industry programs, efficient sanitation and maintenance methods for surroundings, equipment, etc., research work on public and industrial health. Gerard J. Riley. 2c. Pub. Query.

Nursing World, Suite 1505, 270 Madison Ave., New York 16. (M-40) Articles relating to nurses and nursing, 1,000-2,000 words. Drawings and photos desirable. 2c-5c. Pub.

Pest Control, 1900 Euclid, Cleveland 15, Ohio. (M-50) How-to-do-it articles on urban and industrial insect and rodent control techniques. Photos. James A. Nelson. 1 1/2c. Acc. Query.

R. N.—A Journal for Nurses, 550 Kinderkamack Road, Oradell, N. J. (M) Outstanding articles in the nursing field. Some verse and fillers in line with publication's objectives. Alice R. Clarke, R. N. 3c, poems \$5. Pub. Query on articles.

Home Furnishings and Equipment

Bedding Merchandiser, Merchandise Mart Plaza, Chicago 54. (M) Detailed factual articles reporting on actual retail selling and merchandising practices of sleeping equipment retailers. Material should be documented by ads and photographs and bylined by store personnel. Alfred M. Salasin. 1 1/2c; photos \$3-\$5. Pub. Query.

Furniture Age, 4753 N. Broadway, Chicago 40. (M-50) Well-illustrated articles, 500-1,000, on merchandising furniture, floor coverings, fabrics, etc.;

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Juvenile Merchandising, 114 E. 32nd St., New York. (M-35) Feature articles on juvenile furniture stores and departments. News of openings of stores, special promotions, good displays. Photos of stores covered in articles. B. H. Hellman. 2c, photos \$3.50. Pub. Prompt reports. Query.

The Wallpaper Magazine, 114 E. 32nd St., New York 16. Features and informational articles to 1,000 words on all phases of wallpaper industry. News items and fillers to 100 words. Cartoons. Photos. B. H. Hellman. 2c, pictures \$3.50. Pub.

Western Upholstery, Furniture & Bedding, Suite 104, 1516 Westwood Blvd., Los Angeles 24, Calif. How-to articles on custom reupholstering, upholstered furniture manufacturing; news of trade in 11 Western states plus Texas and Oklahoma. No clippings accepted for payment. Mimi K. Phillips, Editor. 1½c, photos \$2.50. Acc.

Hotels, Restaurants

Bar-Restaurant, 205 E. 42nd St., New York 17, (M-50) Picture stories of taverns with strong how-to angle. Text should be under 500 words. Jack Ghene. Acc. Query.

Diner Drive-In, Davidson Publishing Company, 405 E. Superior St., Duluth 2, Minn. (M-30) Articles on the business operations of diners, drive-ins, counter restaurants, and take-out services. Specific subjects wanted. Photos important. Cal Morken, Editor. 2c-3c, photos \$4-\$7. Acc. Query.

Fountain & Fast Food, 386 Fourth Ave., New York 16. (M-50) Articles on operation and management in fast food counter service field, plus good photos. Alan Wilson. 2c, photos \$5. Pub. Query.

Hotel Management, 71 Vanderbilt Ave., New York 17. (M-35) Exclusive illustrated how-to articles, 1,000-2,000, on hotel and high-class motor hotel (not motor court) operation with food service. Walter O. Voegelé. 2c-3c, photos \$5. Acc. Query.

Institutional Feeding and Housing, 205 E. 42nd St., New York 17. (M) Articles on mass feeding and housing set-ups—restaurants, schools, hospitals, etc.—emphasizing food and menu ideas, equipment, personnel, and modern management techniques. Pictorial approach. Jack Ghene. Acc. Query.

Institutions Magazine, 1801 Prairie Ave., Chicago 16. (M-50) Articles on quantity feeding and all aspects of the mass-housing and mass-feeding fields; covers hospitals, hotels, restaurants, motels, etc. Pictorialized features. Use common-denominator approach stressing ideas, benefits, innovations. Joseph W. Janson. 2c up, photos \$5 up. Pub. Query.

Institutional

The American City, 470 Fourth Ave., New York 16. (M-50) Staff-written or by municipal officials, engineers, and others directly connected. Articles must describe new or improved ideas of interest to mayors or municipal department heads. Harold S. Bittenheim. Query.

Church Business, Box 5030, Richmond 20, Va. (Q) Articles 800 or fewer words on new plans or programs to improve work or extend influence of the church, proved and adaptable to use by Protestant churches everywhere; no money-making schemes. Miss Mary M. Cocke. No fixed rate. Acc.

Church Management, 1900 Euclid Ave., Cleveland 15, Ohio. Articles on church building and administration. William H. Leach, Edwin A. Lane, Editors. 1c, maximum \$15 on article. Pub.

Hospital Management, 105 W. Adams St., Chicago 3. (M-20) Factual articles 800-2,000 words on all aspects of hospital management, with emphasis on professional rather than commercial. Verse. Cartoons. Photos. Charles U. Letourneau, M.D., Editorial Director. Pub. Query.

Jewelry

The American Horologist and Jeweler, Box 7127, Capitol Hill Sta., Denver 6, Colo. (M-35) Technical articles in the horological field with photos. 1c up, photos \$2 up. Acc. Query.

Jewelers' Circular-Keystone, Chestnut & 56th Sts., Philadelphia 39, Pa. (M-25) Illustrated articles on window display, advertising, merchandising, based on experiences of well-rated jewelers, with special emphasis on how-to angle, 1,200-1,500. Lansford F. King. 60c per inch; photos \$3-\$5. Pub.

Merchandising

Department Store Economist, Chestnut & 56th Sts., Philadelphia 39, Pa. (M-50) Articles relating to merchandising, management, maintenance, lighting, and climatic control of department stores. Acc. Query.

Display World, 407 Gilbert Ave. Cincinnati 1, Ohio. (M-40) Articles dealing solely with display, window and interior; store modernization; new stores of importance. Photos. Cartoons rarely. R. C. Kosh. Pub. Query absolutely required.

Modern Packaging, 575 Madison Ave., New York 22. (M-75) Design and equipment from standpoint of user with emphasis on effect of packaging on sales. Photos. Lloyd Stouffer. \$25 per published page. Pub. Query essential.

Sales Letter Showmanship, 545 Fifth Ave., New York 17. (M) Articles from a paragraph to 500 words on dramatic methods of using direct mail. Also samples of dramatic letters and mailing pieces. A. August Tiger. \$5-\$50 an article or letter. Acc.

Vend, the Magazine of Automatic Merchandising, 188 W. Randolph St., Chicago 1. (M-35) How-to and timely articles, illustrated, concerning automatic merchandising (vending) industry—does not include amusement or music machines. Unusual and interesting vending machine photos. G. R. Schreiber. 2c up, unusual photos \$5. Pub. Query and request sample copy.

Metals and Machinery

Compressed Air Magazine, 942 Memorial Pkwy., Phillipsburg, N. J. (M-35) Descriptions of operations (contracting, industrial, railroad, etc.) that use compressed air equipment. Photos. Cartoons. C. H. Vivian. 2c, photos \$3-\$7.50. Pub. Cartoons \$7.50. Acc. Query.

Industry and Welding, 1240 Ontario St., Cleveland 13, Ohio. (M) How-to on welding procedures and techniques—less than 1,200 words. Photos. Lew Gilbert. 2c-3c, photos \$3-\$5. Pub. usually, Acc. occasionally.

The Iron Age, 100 E. 42nd St., New York 17. (W-35) Technical articles on actual shop or plant experiences. News of the industry, Cartoons; submit roughs first. G. F. Sullivan. News and articles varying rates, photos \$6. Pub. Cartoons \$7.50. Acc.

Production (formerly Production Engineering & Management) Box 1, Birmingham, Mich. (M-50) Semitechnical articles on cost savings or new developments in mass production metalworking industries—2,500-3,000 words. Photos for articles. Color photos for front covers; query as to subjects, rates of pay, etc. Jerome S. Wilford, Editor. 1½c up, black and white photos \$3 up. Acc.

Steel, 1213 W. 3rd St., Cleveland 13, Ohio. (W-50) Technical articles on metalworking processes. Original news reports on metalworking companies. Irwin H. Such. \$20-\$25 per page. Photos \$5 up. Pub. Query.

Steelways, American Iron and Steel Institute, 350 Fifth Ave., New York 1. Popular human interest articles with black and white or color photos about the steel industry, steelworkers, and the industry's contributions to the country—2,000 words but mostly 1,000-1,500. Some shorts. To \$500. Acc. Query. An increasingly limited market.

The Welding Engineer, 12 E. Grand Ave., Chicago 11. (M-50) Articles illustrated with 6-8 photos on welding technique. News. T. B. Jefferson. \$10-\$20 per page including photos. Pub. Query.

Music Stores

The Music Trades Magazine, 113 W. 57th St., New York 19. (M-25) News of music store personnel, features on merchandising pianos and musical merchandise. J. Majeski, Jr. 20c per col. inch. Pub.

Oil

Fuel Oil News, 1217 Hudson Blvd., Bayonne, N. J. (M-20) Writeups of successful fuel oil dealers, important developments in automatic heating. Howard Barnard, Editor. Pub. Query.

The Independent (Petroleum) Monthly, Box 1019, 1430 S. Boulder, Tulsa, Okla. (M-50) Articles of interest to independent producers of crude oil and natural gas. Economics, field practices, geological, secondary recovery—2,000 words. Frank B. Taylor. 1c-3c; cover photos, \$10. Acc. Query.

Optical

The Dispensing Optician, 2063 Mountain Blvd., Oakland 11, Calif. (M-50) Articles to 1,000 words on successful operation of optical dispensing businesses, which make and fit glasses on prescription; also articles on advertising dispensing opticians to doctors and to the public. Photographs. Robert L. Pickering. 2c-3c, photos \$7. Pub.

Paper, Printing, Ink

American Ink Maker, 254 W. 31st St., New York 1. (M-25) News of people in printing ink industry. John Vollmuth. 2c. Acc.

American Paper Merchant, 200 S. Prospect Ave., Park Ridge, Ill. Articles 1,000 words on paper merchandising techniques referring to specific companies. L. Q. Yowell. 2c, photos \$3. Pub. Query.

American Printer, 48 W. 38th St., New York 18. (M-50) Technical articles covering phases of graphic arts. Edward J. Russell, Jr., Editor. 2c up, photos \$5. Pub. Query.

The Graphic Arts Monthly, 608 S. Dearborn St., Chicago 5. (M) Articles 1,500-2,000 words on management or technical processes in printing and allied plants. Cartoons dealing with printing industry. D. B. Eisenberg. 2c, pictures \$5. Acc.

The Inland Printer, 79 W. Monroe St. Chicago 3. (M-50) Articles, fillers, news relating to the printing industry. Photos. Cartoons. Wayne V. Harsha. Varying rates. Pub. Query.

International Blue Printer, 506 S. Wabash Ave., Chicago 5, Ill. (M-50) 1,000-1,500 words on blue print and photo copy firms. James Vebeck. 2c, photos \$5. Pub. Query.

Pacific Printer, Publisher and Lithographer, 112 Market St., San Francisco, Calif. (M-35) Articles and news about the graphic arts industry. No photos. Ramsey S. Oppenheim. 1c. Pub. Query.

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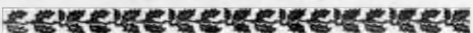
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Paper, Film and Foil Converter (formerly **American Paper Converter**), 111 W. Washington St., Chicago 2. (M-35) News and feature articles covering paper, film, and foil products industry. Write for specification sheet. Edgar C. Farren. News 1c, features 2c, photos \$3. Pub. Query.

Printing Magazine, 93 Worth St., New York 13. (M-50) Management, marketing, technical articles—1,200 words with photos on commercial printing and lithography industry. Ernest F. Trotter. 1½c. Pub. Query.

Printing Monthly, P. O. Box 11, Lincoln Park, Mich. (M) Articles 750-900 words on technical aspects of printing or graphic arts—how-to, experiences of craftsmen, new developments in the field. Photos and cartoons related to the graphic arts. Jim Elliott. 1-2½c, photos and cartoons \$5. Acc. Query.

Western Printer & Lithographer, 1605 N. Cahuenga Blvd., Los Angeles 28. (M-25) Covers 11 Western states. Success stories on Western printers and printing businesses; stories of Western printers who "have



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done something a better way." News. Photos. Roby Wentz. Payment for articles by negotiation. Photos \$3 unless specially commissioned. Pub.

Parks

Park Maintenance, P. O. Box 409, Appleton, Wis. (M-25) 1,000-1,500 words dealing with unique or improved methods of administration and operation of parks, large campuses, golf courses. Photos. Erik L. Madisen. 1c up, photos \$2 up. Pub. unless too remote. Query.

Photographic

Industrial Photography, 1114 First Ave., New York 21. (M) Case history articles to 2,500 words on photography in business, industry, commerce, and government; must be illustrated. Ben Melnitsky. 2c-5c, photos \$5-\$10. Acc. Query with outline.

Photo Dealer Magazine, 33 W. 60th St., New York 23. (M-25) Success stories on camera stores or departments, 250-500 words. Photos of camera store windows. City events with camera store participation, 250-500 words. Photos. Augustus Wolfman. 2c. photos \$5-\$10. Query.

Photo Developments, 104 E. Michigan Ave., Jackson, Mich. Reports on camera shops and photofinishing plants telling and showing by photos why they are successful. L. T. Heard. \$20 per page, photos \$5. Acc.

Photographic Trade News, 1114 First Ave., New York 21. (M-50) Business-building articles to 1,200 words for camera and general photographic stores (retail). Promotion, selling methods, employee training, etc. News of building, remodeling, new stores, retail associations, etc., to 100 words. Illustrations always desired. Cartoons. Manny Berger. News 2c (\$1 minimum), features 2c-4c depending on quality, photos \$2.50-\$5. 1 month after Acc. Query.

Popular Photography, 366 Madison Ave., New York 17. (M-35) Photographic methods; well-planned, clearly illustrated how-to articles on all phases of camera and darkroom work. Photos. Cartoons on photo themes. Bruce Downes. Varying rates for articles, photos \$15 up. Acc. Query.

The Professional Photographer, 519 Caxton Bldg., Cleveland 15, Ohio. (M) Articles about professional portrait, commercial, illustrative, or industrial photographers. Illustrations necessary but are not paid for because those written up are happy to supply them. Write for sample copy and two-page letter giving detailed information concerning the requirements. Acc.

Poultry and Poultry Products

Hatchery World, 155 W. First St., Elmhurst, Ill. (M-20) Success stories, 1,000 words, on hatcheries; descriptions of new merchandising methods. Photos relating to hatcheries. Few cartoons. R. Dale Kelley. 2c, pictures \$2.50-\$5. Pub. Query.

Poultry Supply World, 155 W. First St., Elmhurst, Ill. (M-20) Success stories, 1,000 words, on supply dealers; descriptions of new merchandising methods. Photos relating to dealers. Few cartoons. R. Dale Kelley. 2c, pictures \$2.50-\$5. Pub. Query.

Publishing, Advertising

Editor & Publisher, 1700 Times Tower, New York 36. (W-15) Articles to 1,000 words on newspapers, newspapermen, and newspaper advertising. News. Photos. Robert U. Brown. Query.

MetroDE, P. O. Box 11, Lincoln Park, Mich. Articles to 900 words on advertising or the graphic arts from point of view of the general business executive. Photos and cartoons relating to the graphic arts. Jim Elliott. 1c-2½c, photos and cartoons \$5. Acc. Query.

Printers' Ink, 205 E. 42nd St., New York 17. (W-25) Confined to articles by specialists in advertising, merchandising, or publishing. E. A. Peterson. Query.

Tide, 232 Madison Ave., New York 16. (Bi-W-50)
News of national advertising, marketing, and publishing fields. Morgan Browne. Query.

Rubber

Rubber Age, 101 W. 31st St., New York 1. (M-50) Technical articles on rubber chemistry, technology, and manufacture. M. E. Lerner. \$10 per page. Pub. Query.

Stamp Dealers

The Stamp Wholesaler, Box 106, Burlington, Vt. Articles on merchandising of postage stamps and accessories to stamp collectors. Cartoons. Photos. Very few non-stamp dealers can sell to this market. Lucius Jackson. 1c. Acc.

Textiles

Textile World, 330 W. 42nd St., New York 36. (M) Techniques and management in wool, cotton, and synthetics processing. Illustrations essential. P. M. Thomas. Acc. Query.

Transportation, Shipping

American Cartagemen, Hotel Fort Shelby Bldg., Detroit 26, Mich. (M-35) Official publication of the Local Cartage National Conference. Articles 500-1,000 on local trucking, specialized hauling industry, machinery moving, maintenance, etc. Photos. Cartoons. Bette E. Reuschle, Managing Editor. Rates open. Pub. Query.

Mass Transportation, 222 E. Willow St., Wheaton, Ill. (M-40) Articles about new developments in urban transportation of interest to executives of air line, railroad, bus, street car, school bus, and rapid transit companies. Fillers. News. Photos. Occasional cartoons. Bruce B. Howat. 1½c, photos \$1.55. Pub.

Wood and Lumber

American Lumberman Magazine, 139 N. Clark St., Chicago 2. (Bi-W-25) Illustrated features on new stores, merchandising ideas. Guide sheet for freelance writers. Richard W. Douglass. Rates vary. Acc. Query.

National Hardwood Magazine, 2065 Union Ave., Memphis, Tenn. (M-50) Illustrated articles about production, selling, employee relations, etc., in wood-working factories that use hardwood. Payment by arrangement with author. Query.

Southern Lumber Journal & Building Material Dealer, P. O. Box 448, Jacksonville 1, Fla. (M-35) Articles 1,000-2,000 dealing with management of lumber manufacturing businesses, woodwork plans, retail lumber yards; success stories of lumber business. Confined to Southern enterprises. Photos. C. T. Parsons. 1c. Pub. Query.

Veneers & Plywood, 2232 N. Meridian St., Indianapolis, Ind. (M-25) Articles on production techniques; product and plant stories; industry news articles. James F. Burrell, Editor. 1¼-1½c. 10th of month after acc. Photos \$2.50. Pub.

The Wooden Barrel, 408 Olive St., St. Louis 2, Mo. (M-Free) Articles on the use of new wooden barrels and kegs in various industries. Photos. Cartoons occasionally. F. P. Hankerson. 1½c, pictures \$4-\$7. Acc. Query.

The Wood-Worker, 2232 N. Meridian St., Indianapolis, Ind. (M-50) Articles on production techniques; product and plant stories; news articles concerning the commercial wood-working field. James F. Burrell, Editor. 1¼-1½c. 10th of month after acc. Photos \$2.50. Pub.

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HOW LIFE GETS THE STORY, by Stanley Rayfield. 84 pages. Doubleday & Company. \$5.

Using both photographs and text, *Life* differs from most other magazines in laying the major stress on the pictures.

This effectively illustrated book, prepared by a promotion man on *Life's* Staff, shows by actual examples how modern pictorial journalism is carried on. Edward K. Thompson, managing editor of the magazine, contributes a foreword detailing the factors that make for success in this field: sympathy and identification with the subjects of a story; willingness to risk danger and physical discomfort; ability to use camera equipment and reportorial skill "to convey exact meanings"; ability to plan for the expected and the unexpected; luck; being psychologically hep; ability to share with the reader a sense of participation; an insatiable curiosity; an appreciation of the American right to know and enjoy what is going on.

These qualities, writers generally will agree, are important in all modern fact writing. Many of them are important likewise in fiction, even in poetry.

THE RISE OF THE ANTI-POETS, by Stanton A. Coblenz. The Wings Press. 95 pages. \$2.

Long recognized as poet and critic, Mr. Coblenz is also editor of *Wings: A Quarterly of Verse*, devoted to traditional poetry of high quality. For years he has been publishing vigorous editorials defending the traditional and attacking poetry—and prose—that do not seek to communicate to the reader or that aim to communicate only to an intellectual or sophisticated minority.

The Rise of the Anti-Poets is a collection of these editorials. Criticizing such writers as Eliot, Sandburg, Marianne Moore, Mr. Coblenz contrasts their work with the lyricism of Wordsworth, Shelley, and—in more modern times—Arthur Davison Ficke.

The volume is not all polemic, however. The author makes a plea for recognition of the significance of poetry in life. He emphasizes the importance of character in the poet. "The reader,"

he points out, "takes from a poem only what the writer has put into it."

CREATIVE ADVERTISING, by Charles L. Whittier. Henry Holt and Company. 585 pages. \$8.50.

This is a comprehensive study of all types and phases of advertising by an expert who long was vice-president of a big advertising agency. Ideas, technique, the relation of advertising to selling, are discussed in detail. Every type of advertisement, from the retail store ad in the newspaper to the television commercial, is covered.

The book is important for anyone engaged in advertising, at the same time fascinating reading for one who wants merely to get a picture of a phenomenon of modern American life. Many of the suggestions about copy will prove useful to writers in more general fields.

REPORT TO THE CREATOR, by Jerome Ellison. Harper & Brothers. 247 pages. \$3.

Here is the frank and beautifully written autobiography of a well-known writer and editor. It details his struggle with personality traits stemming from childhood experiences. These lead to alcoholism, which Mr. Ellison conquered with the help of God to whom the book is addressed. He now is successful in his work, contributing to important magazines, and well-adjusted in his personal life.

Not only is this a warm-hearted personal history of special interest to writers and other creative artists. It also embodies the author's shrewd and enlightened point of view as to authors, the magazine industry, and American attitudes toward the world situation.

THIS WEEK'S SHORT-SHORT STORIES, edited by Stewart Beach. Random House. 307 pages. \$3.

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